

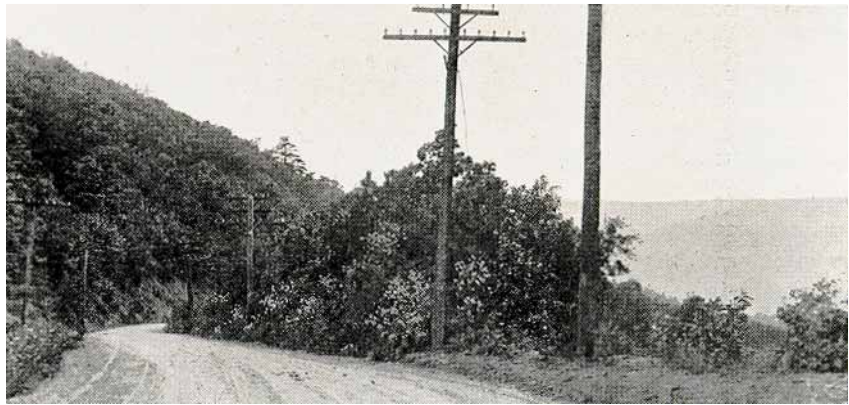


Chapter 6

Action Agenda

The purpose of this chapter is to make sure that this plan does not collect dust on a shelf. It outlines the specific steps that are needed to achieve the overall goals and objectives, as well as begin the process of implementing the recommended management strategies. Chapter 5 describes the general management strategies. Chapter 6 describes the specific actions. Actions are organized according to the same three categories of management strategies:

- Preservation
- Enhancement
- Interpretation/Marketing and Promotion



Getting Organized

The first action needed to implement this plan is to establish a “permanent management entity” that will be responsible for implementing the plan. Too often, much of the energy that goes into the development of the plan dissipates when it is completed. Yet the hard work begins in earnest when the plan is completed.

At its first two meetings, the Citizen Advisory Group developed initial goals and objectives to guide the development of the Corridor Partnership Plan. At the September 2000 public workshop, the general direction of the plan’s goals and objectives were confirmed and a range of options were suggested for preserving and enhancing the Maryland Historic National Road Scenic Byway. Through the fall and winter of 2000/2001, the consultants guided the Partnership Development Team (the five agency partners) and the CAG through a series of meetings aimed at developing strategies for achieving the goals and objectives. At public workshops in February/March of 2001, the plan’s strategies and actions were reviewed and broadly supported by attendees.

A significant issue raised at the public workshops and discussed with CAG members was that of implementation and how to set the plan’s wheels in motion. A major effort has been made as part of the planning effort to plant “seedling” (case-study) projects in each jurisdiction as a means of giving the plan some momentum. These “seedling” projects have started to grow in several jurisdictions:

- The Maryland DNR and the Spruce Forest Artisans Village are joining together to develop a visitor orientation and interpretation facility at Stanton’s Mill and linking that directly with the Casselman River Bridge State Park;
- Boonsboro is working to develop a visitor orientation and interpretation facility at the recently purchased King Farm and linking that facility directly to Boonsboro’s Main Street (the Byway) with a walking path;
- Frederick County is pursuing options for preserving the old Toll House and lands around the original “Jug Bridge” crossing the Monocacy River;
- Baltimore City applied for funds to implement streetscape enhancements along the Byway on Frederick Avenue near the West Side Shopping Center;



- The Maryland Historical Trust is working to develop a historic context statement for the Byway, identify and list properties related to that context in the Maryland Inventory of Historic Properties, and pursue nomination of historic sites and districts associated with the context statement to the National Register of Historic Places; and
- The State Highway Administration, working with local communities along the Byway through their “Neighborhood Conservation Program,” is working to incorporate National Road interpretive waysides and visitor orientation kiosks as part of streetscape enhancement projects;

With these and other efforts comes the need to expand the role and activities of the Partnership Development Team and Citizen Advisory Group. Based on discussions with the PDT and CAG members, the recommended approach is to continue the PDT for a startup period (from two to five years in duration), using the time to create a nonprofit organization that would manage the Byway over the long-term. In addition to the nonprofit, over time it may be useful to establish a State Authority, or similar type of organizational structure, that would enlarge the State’s role in providing funding and support to local governments.

Startup Period (0-5 Years)

For the short term, retain the role of the Partnership Development Team as the management entity and ask each county and Baltimore City to reappoint members to the Citizen Advisory Group for the startup period (a minimum of two years). The agenda for this group will include the following:

- Pursue designation of the Maryland Historic National Road Scenic Byway as an All-American Road through the Federal Highway Administration’s Scenic Byway Program;
- Work with localities to gain recognition and endorsements of the Corridor Partnership Plan in comprehensive plans and open space plans, and begin the process of seeking additional planning and preservation actions;
- Coordinate and pursue high priority preservation, enhancement, interpretation and marketing funding sources;
- Establish a nonprofit organization to receive charitable contributions (including cash and property). It is assumed that successful designation of the road as either an All-American Road or National Scenic Byway will make the PDT eligible for a \$25,000 organizational grant from FHWA that can be used for this purpose; and
- Coordinate successful grants to ensure that its implementation is consistent with the overall vision, goals and management recommendations of the Corridor Partnership Plan.

Current grant applications already in the development stage (Scenic Byway Program, TEA-21, Access 2000, etc.) will be administered by the locality or agency that receives the grant. For the multi-county



Wayside Development project (see Table 6-1), the grant will need to be administered by the Maryland Highway Administration. Memoranda of Understanding (MOU) will be developed with local sponsors for projects to ensure management and maintenance beyond the installation period.

Establishment of a Nonprofit Organization

This plan recommends that a nonprofit organization be formed to facilitate the implementation of the plan. The organization will need to be incorporated under the rules of the State of Maryland, with 501(c)(3) status obtained from the Internal Revenue Service.

Basic Powers

- Buy and accept land and easements (operate a revolving fund; operate as a land trust);
- Raise money from the private sector;
- Accept money from the public sector;
- Make grants for the benefit of the Byway;
- Undertake promotion, advocacy, etc.; and
- Represent the Maryland Historic National Road Scenic Byway to the National Road Alliance.

Structure

The bylaws would call for a voting membership of organizations (individuals and others would be allowed to make a contribution to receive recognition and information) and a board of directors, partly elected and partly appointed, consisting of the following:

- A certain number (TBD, 6 suggested) of board members representing business and civic groups, elected by the membership, by geographic region (TBD), which would assure roughly proportional regional representation;
- A certain number (TBD, 6-9 suggested) of board members drawn from a rotation of counties and other local governments, a certain number (TBD, 2-3 suggested) to be added to the board each year, and each to serve a term of multiple years (TBD, 3 suggested). The local government(s) listed in the rota would appoint the representative. (Recommendation: The representative would occupy the entire term of office even if he or she changes jobs);
- State agency representatives serving as voting directors, but serving ex officio (meaning, appointed by virtue of their office, serving no term, and changing when the holder of the office changes). State agencies are assumed to be the same as currently involved in the development of the plan: MDP, DBED/OTD, DHCD/MHT, MDOT/SHA, and MDNR; and
- A certain number (TBD, 6 suggested) appointed by the Governor, the Speaker of the House, and the President Pro Tem of the Senate. Although this is a nonprofit, it has the virtue of drawing more attention to the organization and its role in relation to the state.



Ancillary Organizations - Self-appointed Advisory Council

The number of the board of directors suggested here adds up to 23 to 26, a relatively small number in proportion to the size of the region, but a good size for an effective executive group. In order to allow for more interaction with organizational members, it may be advisable to create an "Advisory Council" whose size could vary, with one member appointed from each member organization, as a kind of official "listening post/eyes-and-ears" group. Members of the Advisory Council could serve on committees chaired by Directors; they could meet with the Directors on a regular basis (the same as or less than the number of times the Directors meet).

Consideration of State Authority

There is a clear need in this multi-jurisdictional and multi-state byway to have a single controlling organization that will have the capacity to undertake projects as a service to localities who do not have that capacity. This controlling organization could take the form of a state authority.

If a state authority were pursued, similar to the authority created for the Canal Place Heritage Area, state legislation would be needed for a charter to establish an ongoing source of funding (largely to support a grants program for local governments and others, but also to allow the authority to undertake projects directly). An ongoing source of funding is a definite advantage to creating a state authority. The legislation may have to create authority for local governments to undertake a "local business improvement district" approach exclusively for the Maryland Historic National Road Scenic Byway. Instructions to MDOT might also be included in the legislation if recommended by the agency or nonprofit group after further study.

The complexity of this approach may prohibit its eventual implementation. However, this may be accomplished by enlarging the sphere of the authority to encompass other scenic byway organizations. This plan recommends establishing the nonprofit first, and monitoring its organizational capacity to implement this plan. If additional organizational and administrative capacity is needed, then the state authority alternative should be further considered.

Basic Powers

- Buy and accept land and easements (operate a revolving fund; operate as a land trust);
- Accept money from public sector, especially from the following programs
 - GreenPrint and Rural Legacy Programs
 - TEA-21 Enhancement Projects, Scenic Byway Program Funds, Recreational Trails Program, etc.
 - Local Business Improvement Districts;
- Make grants for the benefit of the Byway;
- Undertake promotion, advocacy, etc.;



- Represent the Maryland Historic National Road Scenic Byway to the National Road Alliance; and
- No powers to condemn property.

Structure

A board of directors would be appointed as follows, with the idea that the board would represent, on a more or less equal basis, all geographic regions:

- A certain number (TBD, 6-9 suggested) of board members drawn from a rota of counties and other local governments, a certain number (TBD; 2-3 suggested) to be added to the board each year, and each to serve a term of multiple years (TBD, 3 suggested). The Governor would appoint the representatives based on recommendations provided by the local governments;
- State agency representatives serving ex officio. State agencies TBD, but assumed to be 5: MDP, DBED/OTD, DHCD/MHT, MDOT/SHA, and MDNR; and
- A certain number (TBD; suggest +/-12) appointed by the Governor, the Speaker of the House, and the President Pro Tem of the Senate.

Ancillary Organizations: Local Government Advisory Council

Local governments that establish Local Business Improvement District status for their portion of the Byway should be organized into an advisory council, its members serving ex officio and appointed by local governments. This group would form the primary advisory group to the Authority.

Ancillary Organizations: National Road Foundation

The Authority should create a foundation with its board identical to the authority, to enable it to raise money from the private sector. (This function could be performed by the Friends of the National Road, described below; however, it is often best to operate foundation and "lead organization" as a unified set of interests).

Ancillary Organizations: Friends of the National Road

If the state authority was to be pursued as a first choice, a nonprofit, promotional and advocacy organization can be expected to arise, giving support to and monitoring the actions of the Authority. This organization can tap into enthusiasm of individuals, businesses, civic groups, and others who would want to join to indicate their support, and receive information and member benefits. It could serve as an informal citizens' advisory group to the Authority. Although those "joining" would be characterized as "members," in effect it is recommended that the organization be run by a self-nominating board. It may adopt bylaws stipulating membership on the board of directors that is similar to that described on page 6-3.

The creation of a state authority, including all ancillary organizations as described above, would have to evolve from the expanded



leadership and organizational capacity of the nonprofit group established during the startup period.

In summary, the Maryland National Road Partnership Development Team will continue to serve as the permanent management entity and be advised by the Citizen Advisory Group. A nonprofit organization is needed to implement certain aspects of the plan, especially to focus on the preservation and enhancement aspects of the effort. There needs to be a definitive institutional commitment of the multi-agency "Partnership Development Team" that can last beyond any changes in leadership at those organizations. Each of the agencies involved has a strong commitment to the program that will last at least through the start up period. At this point, the nonprofit group will be established. Should the Partnership Development Team be enabled by the next Governor's administration to continue to implement the plan, then no change will be needed. If other priorities or personnel changes alter the priorities, then the nonprofit can take a stronger lead in the implementation of the plan.

Planning Actions for the Byway

The following recommended actions are based on a review of existing comprehensive and open space planning activities by each jurisdiction that is crossed by the Maryland Historic National Road Scenic Byway. Appendix C includes a set of tables that summarizes the existing planning activities by jurisdiction formatted as a matrix for easy identification of where actions have already been taken and where they need to be encouraged.

Comprehensive Planning

All comprehensive plans at least support the planning needed along the Byway. Only Garrett County actually mentions the National Road, however. Frederick County recently updated their comprehensive plan. As part of the MDP's Clearinghouse review for the plan, language was incorporated into their comprehensive plan acknowledging the Maryland National Road Corridor Partnership Plan and generally endorsing the plan.

Recommendation

As they are updated, each comprehensive plan should contain a section describing proposed policies and actions to protect and enhance the Byway. (In the interim, each jurisdiction should be asked to endorse the Maryland Historic National Road Scenic Byway Corridor Partnership Plan.) This planning should be linked to the specific plans and policies discussed below.

Historic Preservation Planning

Most jurisdictions do not have separate historic preservation plans; exceptions are Carroll County (whose plan has not been finalized) and Frederick County. Garrett County and Frostburg have sections in their

MARYLAND DHCD DIVISION OF HISTORICAL AND CULTURAL PROGRAMS – FINANCIAL ASSISTANCE PROGRAMS

The Maryland Historical Trust provides a diverse array of financial assistance programs to encourage a wide range of heritage resource activities. They include grants, loans, and tax incentive programs.

The Maryland Historical Trust Grant Fund now includes both the Capital and Non-Capital Historic Preservation Grant Program and the Historical and Cultural Museum Assistance Grant Program. The MHT Grant Fund is a continuing, nonlapsing, special fund consisting of funds appropriated by the State annually. Available funding for the FY2001 grant round totaled \$3,029,422.

Nonprofit organizations, local jurisdictions, business entities, and individuals may apply for grants to fund Capital projects, including the acquisition, rehabilitation, or restoration of historic property in Maryland. Only nonprofit organizations and local jurisdictions are eligible to apply for Non-Capital grants. Non-Capital projects may include a wide array of preservation activities ranging from research and survey work to the development of educational programs and planning documents. A 50/50 match is required of all local jurisdictions for Capital and Non-Capital projects. Nonprofit organizations are not required to provide a match; however, those that do include a match will be more competitive in the grant selection process. The maximum grant award is \$50,000.

*Excerpted from:
www.MarylandHistoricalTrust.net/grants.html*



comprehensive plans that go beyond acknowledging historic preservation planning to actually including historic preservation as a section.

Recommendation

The state has just issued a set of recommendations concerning historic preservation planning in Maryland, some of which require legislative action. All Byway jurisdictions should immediately avail themselves of the funding and technical assistance to put historic preservation plans in place, which will support the development and further state funding needed for inventorying, National Register nominations, and local ordinances. Such planning can also pinpoint historic preservation projects that will enhance the Byway, including how to address particular threatened sites identified in this plan.

Land Preservation and Recreation Plans/Viewshed Planning

All counties have Land Preservation and Recreation Plans, which can tap the state's Program Open Space funding. They include agricultural preservation, and provide the basis for Rural Legacy program applications. Carroll and Allegany Counties have undertaken viewshed planning (along with Washington County in the Antietam area, which is outside the Byway corridor). This planning may overlap with Rural Legacy planning and greenways/"Greenprint" planning discussed below.

Recommendation

As Land Preservation and Recreation Plans are updated, they should recognize the open space protection needs specific to the Byway, including the viewsheds identified in this plan.

The inclusion of viewshed or landscape planning in the Land Preservation and Recreation Plans is a minimum step; it should also, at a minimum, be addressed in comprehensive plans. A more satisfactory, long-term step would be to create viewshed and landscape plans, starting with models drawn from the experiences in Carroll, Allegany, and Washington Counties. Such planning should take advantage of funding through the Rural Legacy and greenways programs.

Community Design Enhancement or Guidelines; Special Assessment Districts

Few jurisdictions have studied or determined how to encourage better community design over time, such as setting requirements for landscaping and design for both private developers and managers of the public domain (roadsides, etc.). This is a critical issue in a number of stretches along the Byway. The towns of Oella, Hagerstown, as well as Garrett County are the exceptions, along with Frederick County with its 1998 road design manual. A few other jurisdictions (both towns and counties) have raised the issue without addressing it. Howard County is the only jurisdiction with design guidelines (that is,



guidelines independent of local historic districts, which usually provide design guidance based on the historic character of the district). Special assessment districts, which are designed to channel specially-identified public funds into community enhancement projects in the designated districts, or local policies enabling such districts, are in use in Baltimore County and Baltimore City, Frederick County, and LaVale.

Recommendation

All jurisdictions should address community design enhancement, at a minimum, in their comprehensive plans, backed up with local policies to encourage good design, both public and private. Such policies can include investment in capital improvements in the public domain (streetscaping, park development, and the like) as well as review and guidance during permitting of private development.

Conservation Easements

Conservation easements are in use widely throughout Maryland, through both state and local programs (especially to protect farmland) and through local land trusts. The Byway is a beneficiary of these programs (Figures 4-56 to 4-60, detailed maps of the corridor, that include locations of existing conservation easements). In many cases, local land trusts have become partners with local jurisdictions in order to implement the Rural Legacy program (which focuses additional state funding on "critical mass" areas where land is protected by conservation easements and public ownership).

Recommendation

This plan recommends that several Rural Legacy areas be developed along the National Road. (Start on page 6-16 for specific recommendations for each County. See Figures 4-56 through 4-60, Scenic Conservation Priorities and Corridor Wide Resources, for preliminary recommendations for boundaries).

Significant Natural Resources

This category includes: water resources and floodplains; environmental constraints; scenic byways and rivers; greenways; and sensitive areas. Only Garrett County does not have planning for water resources and floodplains identified here; only Washington and Garrett Counties do not have forest conservation requirements or, more generally, protection for such natural resources as steep slopes and wildlife habitat.

Expanding this analysis to the "recognition" of special resources, the Monocacy is the only scenic river crossed by the Byway. This scenic river status affects planning set forth in Frederick County's Land Preservation and Recreation Plan and elsewhere. Scenic byways in the area include the state's identification of no fewer than 12 routes that follow or intersect the Byway generally affecting tourism rather than planning or protection (page 4-25 and Figures 4-56 to 4-60). In



addition, funding has been received for a national scenic byway study of Route 15, which intersects with the Byway at Frederick. Similar interest has been expressed in the Coal Heritage Byway in Garrett County. Coal Heritage Byway signs are now erected along State Route 135.

A number of greenways are present (page 5-6). Examples include the Patapsco River (also a recognized Heritage Area), the Catoclin-Gambrill Greenway, and the Indian Springs Greenway. Middletown has identified a potential greenway. The Appalachian Trail and the C&O Canal can both be considered "greenways"; land protection related to these is administered by the National Park Service. Co-related to the C&O Canal in the National Road corridor west of Frederick is the Potomac Heritage River National Scenic Trail.

Sensitive areas, which are generally related to habitats for special species identified by the state, include the Pfefferkorn Natural Environmental Area in Howard County and the Cary Run Bird Sanctuary in Allegany County. A number of jurisdictions have taken note of this issue but have not established policies or identified areas.

Recommendation

At a minimum, every comprehensive plan in the National Road corridor should address the natural-resource needs of the Byway, watershed by watershed. This planning should address the overlaps with greenway planning, which recently introduced funding to address "green infrastructure" through the Greenprints program (which should improve wildlife habitat planning in the corridor), and Program Open Space planning (Land Preservation and Recreation Plans).

Historic Resources: Locally Designated Resources and Those Listed in the National Register

Although there are recognition advantages and tax benefits associated with listing a property in the National Register, only local historic area zoning ordinances can protect historic properties from demolition and unsympathetic alterations over time. Hence, there are two categories of designation programs – those that provide "special protection" (locally designated landmarks and historic districts) and those that primarily provide "recognition" (National Register listed properties). A list of National Register properties found on the Byway itself is presented in Chapter 5, starting on page 5-4. These and other National Register sites are described in Appendix A1, which provides a detailed inventory of historic features located in the Byway corridor. Those local governments who have instituted historic area zoning ordinances are listed in Appendix C.

As stated in Chapter 5, commercial properties listed in the National Register can take advantage of federal tax incentives for preservation; both residential and commercial properties so listed can take advantage of similar state tax incentives. The state tax incentives also



extend to properties that are locally designated. Properties that are locally designated are also under the protection of local review boards, which guide changes to such properties as a part of community development ordinances. Although individual historic district ordinances or local development ordinances were not examined as part of the analysis, a common flaw in most development processes across the nation is that historic properties are considered late in the development process, if they are required to be identified at all. This includes archeological resources. This is the advantage of having a local inventory, but only if a developer is required to consult it, and only if the developer is required to consider mitigation early in the planning process ("sketch plan review"). If such resources are considered later in the process, it is often expensive or otherwise difficult to change development plans.

Recommendation

Following completion of historic preservation plans (recommended above), which would provide guidance for further steps here, all jurisdictions should update their inventories, pursue local designation and/or National Register listing of properties where tax incentives are likely to be important considerations, and make sure their development procedures incorporate mandatory consideration of historic and archeological resources at an appropriate stage of review. To assist with the broader inventory, the Maryland Historical Trust is pursuing grant funding to establish a historic context statement associated with the Byway corridor (see sidebar, page 6-10).

Designations for State Funding: Priority Funding Areas, Community Legacy Areas, Rural Legacy Areas, Rural Historic Villages and Heritage Areas

Existing state and federal designated scenic byway status technically should affect all of these programs. The newly created legislation on Community Legacy Areas is particularly noteworthy for preserving and enhancing those portions of the byway that are within Priority Funding Areas, but may need additional detailed planning to address specific development issues. For example, the City of Hagerstown is encouraging development within the newly formed Arts and Entertainment District. There is pressure to remove historic buildings for a new development project. More detailed planning is needed to come up with new strategies for preservation-based economic development that takes advantage of existing historic qualities to encourage new business development rather than removes the historic resources.

Recommendation

Priority Funding Area plans (which largely affect developed areas) should acknowledge the need for community enhancement along affected segments of the Byway corridor. Rural Legacy Areas should be expanded for Byway corridor protection purposes as proposed

HISTORIC CONTEXT STATEMENT FOR THE NATIONAL ROAD

One of the recommendations of this plan is to seek National Register designation for those properties located along the Byway corridor associated with the history and significance of the route. The first step in pursuing such designation is the creation of a historic context statement for the National Road corridor, identifying properties associated with that context, and updating existing documentation.

This proposal is Phase I of a two-phase project aimed at nominating historic sites and districts associated with the National Road corridor to the National Register of Historic Places. Phase I consists of funding of \$120,000 to establish a historic context statement associated with the Byway corridor; to identify National Register-eligible architectural and archeological sites and historic districts along that corridor; to identify new architectural properties and archeological resources associated with the corridor; and to update existing documentation on corridor related resources. The benefits of this activity include contributing to the overall sense of the significance of the National Road and its stories, providing access for local governments, nonprofit organizations, and private property owners to those financial assistance programs available only to National Register eligible resources, and accelerating regulatory review processes involving historic resources along the Byway.

- Maryland Historical Trust



SCENIC BYWAY PROGRAM CRITERIA FOR FUNDING

1. *How will your byway travelers benefit from the proposed project?*
2. *Scenic byway funds help support projects to improve the quality of the visitors' experience, essential to attracting more visitors or enticing them to stay longer.*
3. *What part of your byway's story will the proposed project help tell or enhance?*
4. *Managing the intrinsic qualities which shape your byway's story and interpreting your story for visitors are equally important in improving the quality of the visitors' experience.*
5. *How will the proposed project help strengthen your byway organization?*
6. *The vitality of a byway is only as strong as your leadership. FHWA is encouraging the use of scenic byway funds to strengthen your byway organization's capacity to help implement the corridor management plan for a National Scenic Byway or an All-American Road.*
7. *To what extent does the proposed project reflect:*
 - *multi-year priorities for improving the byway, the broader corridor, or intrinsic qualities for the visitor;*
 - *a coordinated effort among State, local, and private entities – who participated;*
 - *alternative sources of funding which you secured to further leverage scenic byway funds; and*
 - *objectives from your corridor management plan?*
8. *Every project is part of your grander vision for your byway. Unless you share with us the link of the proposed project to your vision, we cannot realize this insight from afar. While such insight is valuable, State and byway priorities for proposed projects which you submit are the ultimate demonstration of the relative significance of each project to achieving your vision.*

elsewhere in this plan. All heritage area plans should call for interpreting the National Road, or call for working with the Byway on "co-interpretation."

Federal Highway Administration Scenic Byway Program

The following priorities are recommended for the Scenic Byway Program grants. General criteria from the scenic byway program fund guidance statement were used in identifying priorities (see sidebar). Additional funding sources and possible applications of those funds are included as Appendix E, Grantmaking Foundations.

For the Maryland Historic National Road Scenic Byway the most important priority is to increase the immediate physical presence of the route for travelers and at the same time to increase recognition of the significance of the route to the communities and people responsible for preserving it.

Overview of Wayside Development Program

Since few people of the target audience group are actually coming to Maryland just to visit the National Road, the first round of wayside exhibits shall be placed in locations where people coming to the state for similar types of activities are likely to see them. This includes the following types of locations:

- Existing state welcome and exhibit centers near the National Road;
- Existing visitor attractions along the National Road; and
- Small towns and villages with an existing visitor base.

In addition to the desire of capturing the attention of visitors coming to the state for other activities, the following criteria were used to pick sites:

- An available site that could be constructed without site acquisition;
- A local sponsor that would agree to be responsible for maintenance of the area around the exhibit displays; and
- The site's ability to interpret one of the three primary interpretive themes (origins of the National Road, transformation of the route itself, and transformation of the communities along the way).

For initial budgeting purposes, the following assumptions were made:

- \$3,000 for a freestanding exterior panel with minimal site work;
- \$15,000 for an exterior visitor orientation kiosk and graphics (3 panel);
- \$25,000 for an interior display;
- \$30,000 per location for site work (LaVale, Clarysville, Negro Mountain, Meadow Mountain and Big Savage Mountain);
- \$60,000 for a new wayside pull-off (note: wayside pull-offs have been moved to Phase 2).



Interpretive Theme Organization for Waysides

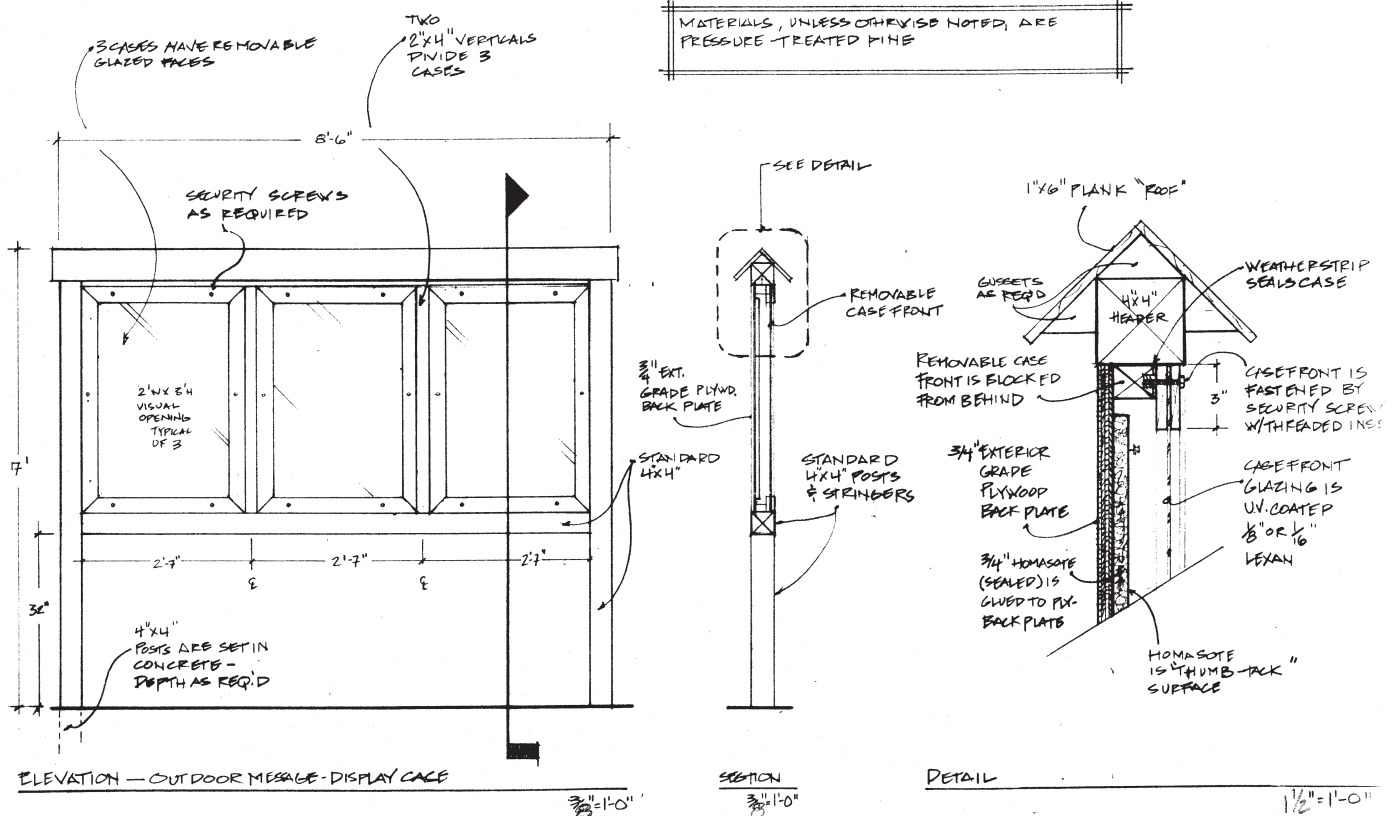
In general, the themes identified in the Corridor Partnership Plan (Chapter 5) will work best if used in the following types of locations:

- Type 1 - The theme that addresses context, historical significance, and relevance is most appropriate for visitor centers, interior locations, and "intersections" with visitors to other attractions. Seldom will a site in this group relate directly to intangibles included in this type of story. However, inside a museum or other visitor orientation facility, a panel explaining the road's origins, purpose, etc. would be entirely appropriate and useful;
- Type 2 - The theme that addresses the impact of the road and the transformations that followed its path is best applied to towns or sites linked to road-related commerce— taverns and inns, for example, or institutions that reflect social or population change, such as churches. Events directly related to road history— such as use by a Civil War army— might also provide good locations for waysides linked to this theme; and
- Type 3 - The theme that addresses the evolution of the road and transportation along the road's corridor is best applied to outdoor sites where changes to the road are clearly evident or other forms of transportation are visible from the wayside point.

These theme types are applied to each of the recommended sites/ Table 6-1 summarizes the recommended wayside development program for the FY 2002 and FY 2003 Scenic Byway Program:



Figure 6-1 Visitor information kiosks should be designed to fit within their settings. This sketch (above) and detail (below) illustrate the type of kiosk already in use in New Market.





Project	Location	Local Sponsor/Contact	Exhibit Type/Theme
<u>B&O Railroad Museum</u> - Wayside exhibit on transformation of the NR as a result of the railroad. Need to discuss possible locations further with the Museum - assume an outside panel (but could be interior display)	Baltimore City	Paul Bridge 410.997.8356 Psbridge@aol.com	Exterior Kiosk Theme 3: Evolution of Transportation \$15,000
<u>Irvington</u> - Visitor information kiosk (Frederick Ave. at Woodington Rd.) Irvington local history in relation to the National Road along with a visitor information kiosk.	Baltimore City	Dorothy Dobbyn 410.644.1904	Exterior Kiosk Theme 2: Transformation \$15,000
<u>Paradise Avenue Bus Turnaround</u> - The community of Paradise is undergoing streetscape renovations as part of the Neighborhood Conservation Program. MTA is interested in the interpretive panel as part of the existing bus turnaround. Panels will be placed in front of the existing bus shelter and will focus on Paradise and how the community changed over time as the road changed.	Baltimore County	Dave Wasmund 410-747-6882 wasmund@connect.net	Exterior Panels (2) Theme 2: Transformation \$3000 each
<u>Trolley Line #8 Trailhead</u> - This site is located at the terminus of the Rolling Road adjacent to the Wharfside Restaurant. Discussion of the revival period of the National Road emanating from both streetcars and automobiles.	Baltimore County (Catonsville)	Dave Wasmund 410-747-6882 wasmund@connect.net	Exterior Panels (2) Theme 3: Evolution of Transportation \$3000
<u>Patapsco Valley State Park - Hollofield Site (Valley View)</u> - Although this site is closer to US 40 (Baltimore National Pike) it would capture the attention of visitors that may not know the difference between the various "National Pike" names.	Baltimore/Howard County	Anne Kerran 410-737-0451	Exterior Panels (2) Theme 3: Evolution of Transportation \$3000 each
<u>B&O Railroad Depot Museum in Ellicott City</u> - Future interpretive walk connecting the two Ellicott City sites should be considered in the design of the panels	Howard County	Paul Bridge 410.997.8356 Psbridge@aol.com	Exterior Panels Theme 3: Evolution of Transportation \$3000 each
<u>Thomas Isaac Log Cabin</u> - in Ellicott City - Future interpretive walk connecting the two Ellicott City sites should be considered in the design of the panels	Howard County	Paul Bridge 410.997.8356 Psbridge@aol.com	Exterior Panels (2) Theme 2: Transformation \$3000 each
<u>New Market</u> - A visitor orientation and information kiosk would be aimed at the antique segment of the market. A site needs to be confirmed and coordinated with New Market's current Neighborhood Conservation Program	Frederick County	Karen Carrier, New Market General Store 301.865.6313	Exterior Kiosk Theme 2: Transformation \$15,000
<u>I-270 Scenic Overlook</u> - Monocacy River Valley view - existing exhibits need renovation.	Frederick County	Terry Maxwell to coordinate	Exterior Panels (2) Theme 1: Context \$3000 each
<u>Vicinity of Frederick Toll House</u> - Monocacy River Water Trail/Greenway.	Frederick County	Janet Davis and Charles Heath (301-696-2941) SHA for park and ride site	Exterior Panels (2) Theme 1: Context \$3000 each

Table 6-1 High Priority Corridor Wide Projects



Project	Location	Local Sponsor/Contact	Exhibit Type/Theme
<u>Downtown Frederick Markers</u> - Civil War Medicine Museum or Carroll Creek Greenway at the Barbara Fritchie House - to be coordinated with Civil War Trails project.	City of Frederick County	John Fieseler	Exterior Panels (2) Theme 2: Transformation \$3000 each
<u>Braddock Mountain Overlook</u> - In conjunction with Civil War Trail marker.	Frederick County	John Fieseler Marc Ross	Exterior Panels (2) Theme 2: Transformation \$3000 each
<u>Washington Monument State Park</u> - Either at South Mountain/Dahlgren Chapel in conjunction with Civil War Trail) or at Monument itself.	Washington County	DNR - need State Park Contact from Marketing workshop)	Exterior Panels (2) Theme 2: Transformation \$3000 each
<u>I-70 Visitor Center</u> (East and West) - Note interior panels may be added upon completion renovations to existing visitor center facility.	Washington County	Terry Maxwell to coordinate	Exterior Panels (4) Theme 1: Context \$3,000 each
<u>Boonsboro</u> - At Museum parking lot.	Washington County	Doug Bast 301-432-6969	Exterior Kiosk \$15,000
<u>Downtown Hagerstown Visitor Information</u> - A smaller scale display could be constructed inside the visitor center. (Currently a 3 rd grade display is in there. This one could be constructed as a portable display that could be moved throughout region).	City of Hagerstown	Kathy Maher, City of Hagerstown Planning Department 739-8577 ext 140 kam01@hagerstownmd.org	Interior display (travelling) at Visitor Center Theme 2: Transformation \$25,000
<u>Hancock</u> - At C&O Canal Visitor Center - prefer exterior display near parking lot - need to confirm a site for this.	Washington County	Doug Faris, Superintendent C&O Canal NHS	Exterior Panels (2) Theme 3: Evolution \$3000 each
<u>Sideling Hill Exhibit Center</u> - Exterior site available.	Washington County	Terry Maxwell to coordinate	Exterior Panels (2) Theme 3: Evolution \$3000 each
<u>Rocky Gap State Park</u> - State is currently developing interpretive panels and exhibits throughout the resort. Panels will be incorporated into existing program.	Allegany County		Exterior Kiosk Theme 1: Context \$15,000
<u>Cumberland Origin of the Road</u> - In Riverside park across the street from stone marker.	City of Cumberland	City of Cumberland - Kathy McKenney 301-759-6431	Exterior Panels (2) Theme 1: Context \$3000 each
<u>LaVale Toll House</u> - On the slope adjacent the bus access drive. Original macadam section still extant along with Toll House. Conestoga wagon may be available for display.	Allegany County	Dave Dorsey, Allegany Co. Century Club Janet Baldwin 301-729-2047 (Toll House info)	Exterior panels and site work - Theme 3: Evolution allow \$30,000

Table 6-1 High Priority Corridor Wide Projects, Continued



Project	Location	Local Sponsor/Contact	Exhibit Type/Theme
<u>Clarysville Bridge</u> - Original section of road.	Allegany County	MSHA Right-of-way Vicki Koch, Westmar Tours 301-777-0293	Exterior panels and site work - Theme 3: Evolution allow \$30,000
<u>Big Savage Mountain site</u> - DNR will highlight the history of Braddock's Road, St. John's Rock and provide access to the Big Savage Hiking Trail.	Garrett County	DNR - Mike Gregory 301-895-5759 Mgregory@dnr.state.md.us	Exterior panels and site work - Theme 3: Evolution allow \$30,000
<u>Meadow Mountain Trailhead/Interpretive Site</u> - DNR will focus on natural resource management efforts and recreational activities available at this trail head for the Meadow Mountain Trail.		DNR - Mike Gregory 301-895-5759 Mgregory@dnr.state.md.us	Exterior panels and site work - Theme 2: Transformation allow \$30,000
<u>Negro Mountain Interpretive site</u> - DNR will focus on the history of early settlement, the naming of the mound after the black slave Nemesis, and another glimpse of what remains of Braddock's Road.		DNR - Mike Gregory 301-895-5759 Mgregory@dnr.state.md.us	Exterior panels and site work - Theme 3: Evolution allow \$30,000
<u>I-68 Welcome Center</u> - National Road overview .		Terry Maxwell to coordinate	Exterior Panels (2) Theme 1: Context \$3,000 each
<u>Scenic Byway Program 2003</u> - Visitor orientation kiosks and interpretive waysides at sites needing additional development work/permissions. <ul style="list-style-type: none">• Eastern Gateway Visitor Information Kiosk, Balt. City• Gwynns Falls Overlook and interpretive wayside• Catonsville Fire Department Visitor Information Kiosk• Poplar Springs interpretive waysides• Middletown Visitor Orientation Kiosk• Fort Frederick State Park• Wilson Trail Walk Interpretive Site• Scenic 40 Overlooks (Sideling Hill, Green Ridge and Town Hill) - need to examine highway safety issues prior to submitting grant• Martins Mountain overlook (reopen)• Polish Mountain overlook (new)• Frostburg Visitor Information Kiosk• Flintstone Information Kiosk• Interpretive displays at Fuller-Baker Log House and Casselman Inn	Corridor Wide	Phase 2 sites are those that need additional development work to secure sites and matching funds Target budget of \$575,000 dollars would result in: <ul style="list-style-type: none">• development of 5 new highway related pull-offs and one major interpretive site (\$60,000 ea.)• development of five multi-panel visitor information kiosks (\$15,000 each)• development of 8 freestanding interpretive panels at 4 existing sites with access (\$3000 each)• design and administration	

Table 6-1 High Priority Corridor Wide Projects, Continued



Preservation and Conservation Actions

Much of the character of the Maryland Historic National Road Scenic Byway in Central and Western Maryland remains as it was in the 1930s. The best way to encourage the continued preservation of this character is to work with local organizations to permanently preserve the rural landscapes along the Byway. This can be achieved through the voluntary cooperation and generosity of land owners using a variety of voluntary techniques:

- Tax deductible donations of land;
- Tax deductible donations of conservation easements;
- Purchases of land from willing sellers, financed by tax deductible contributions from individuals and various other private/public funding sources;
- Working with landowners to take advantage of existing conservation easement purchase programs offered by local, state, and federal government agencies; and
- Referrals of landowners trying to sell their land to “conservation buyers” wishing to purchase property for continuing agricultural or forest use.

In the eastern part of the corridor, much of the original route has changed in dramatic ways. There continues to be a need to preserve the remaining critical historic sites by working with local organizations to permanently preserve the buildings and towns that are associated with the early history of the National Road corridor. This can also be achieved through the voluntary cooperation and generosity of land owners using a variety of voluntary techniques:

- Tax credits for preservation activities on individual structures that meet appropriate standards for eligible properties (local listing, state or National Register);
- Purchases of historic properties from willing sellers, financed by tax deductible contributions from individuals and other funding sources;
- Working with landowners to take advantage of existing conservation/preservation easement purchase programs offered by local, state, and federal government agencies (such as Maryland Historical Trust); and
- Referral of property owners trying to sell their land to “preservation buyers” wishing to purchase property with historic value.

Garrett County

The highest priorities for preservation and conservation in Garrett County include the following:

- Preserve the setting of the town of Grantsville as it is influenced by use of land around the I-68 interchange;
- Preserve original road sections and related resources (near Savage Mountain, Meadow Mountain summit, at the Casselman River Bridge, near Big Shade Run, Spring Farm, and Hemlock Drive);
- Preserve farmland and rural views along the Byway with an



emphasis on recommended pull-off locations at Savage Mountain, Little Meadows, and Negro Mountain;

- Consider the establishment of a Rural Legacy Area from Savage Mountain to Keysers Ridge as a mechanism to further preservation goals; and
- Work with and support associated efforts to research, document, and where possible provide public access and interpret Nemacolin's Path/Braddock's road in Garrett and Allegany County.

Allegany County

The highest priorities for preservation and conservation in Allegany County include the following:

- Preserve the Town Hill Hotel and Flintstone Hotel;
- Preserve and improve access to historic structures and features near Green Ridge State Forest;
- Preserve and enhance access to the Narrows view (Lover's Leap);
- Conduct a detailed inventory and possible nomination to the National Register of multiple properties associated with the original "Heyday" features of the National Road (mileposts, bridges, inns and taverns, milehouses, etc.) and the early 20th Century revival period (motels, garages, tourist cabins, especially in the LaVale area);
- Consider the establishment of a Rural Legacy Area from Sideling Hill to Martin's Mountain (including the Flintstone Valley); and
- Work with and support associated efforts to research, document, and where possible provide public access and interpret Nemacolin's Path/Braddock's road in Garrett and Allegany County.

Washington County

The highest priorities for preservation and conservation in Washington County include the following:

- Locate, identify and preserve the mileposts along the route;
- Preserve the rural settings and character of the towns of Boonsboro, Funkstown, Wilson, Shady Bower, Clear Spring, and Indian Springs;
- Conduct a detailed inventory and possible nomination to the National Register of multiple properties associated with all three eras of the corridor's development (mileposts, bridges, inns and taverns, churches, farmsteads, and revival era motels, garages, and commercial buildings);
- Consider establishment of Rural Legacy Areas from Huyett to Indian Springs, from Hancock to Sideling Hill, and extending the Mid-Maryland Rural Legacy area westward to include the setting of Boonsboro as a means of enhancing opportunities for preservation action; and
- Pursue funding for a detailed preservation plan for the National Road corridor through the City of Hagerstown, especially in relation to the preservation of its historic district.



Frederick County

The highest priorities for preservation and conservation in Frederick County include the following:

- Locate, identify and preserve the mileposts along the route;
- Preserve the original Frederick Toll House and the Spoke Factory;
- Conduct a detailed inventory and possible nomination to the National Register of multiple properties associated with all three eras of the corridor's development (mileposts, bridges, inns and taverns, churches, farmsteads, and revival era motels, garages, and commercial buildings); and
- Consider establishment of Rural Legacy Areas from Braddock Mountain to South Mountain and near New Market as a means of preserving views and the rural settings of the towns of Middletown and New Market.

Howard and Carroll Counties

The highest priorities for preservation and conservation in Carroll and Howard Counties include the following:

- Locate, identify and preserve the mileposts along the route;
- Conduct a detailed inventory and possible nomination to the National Register of multiple properties associated with all three eras of the corridor's development (mileposts, inns and taverns, spring houses, churches, farmsteads, and revival era motels, garages, and commercial buildings);
- Focus preservation efforts on the few remaining "Heyday" era structures such as the still standing barn and stables located on private property behind the site of the Poplar Springs Hotel (used by the drovers); and
- Consider establishment of a Rural Legacy Area associated with the old Pike towns of Cooksville, Lisbon, and Poplar Springs, and the agricultural preserves in Western Howard County.

Baltimore County

The highest priorities for preservation and conservation in Baltimore County include the following:

- Conduct a detailed inventory and possible nomination to the National Register of multiple properties associated with all three eras of the corridor's development (mileposts, inns and taverns, churches, farmsteads, residences, and revival era garages, commercial buildings, and remodeled inns); and
- Focus preservation efforts on potentially vulnerable historic sites and areas such as the murals in the historic Catonsville Post Office, the Washington Flour Mill building (site of the original Ellicott Mills), and the encroachment of commercial development.

Baltimore City

The highest priorities for preservation and conservation in Baltimore City include the following:

- Conduct a detailed inventory and possible nomination to the National Register of multiple properties associated with all three



eras of the corridor's development (any remaining mileposts, early tavern sites, Victorian era homes and neighborhoods);

- Establish a historic district in Irvington (Victorian-era "village"); and
- Conduct additional historic research to determine the historic starting points of westward travel.

Enhancement and Wayside Projects

The following projects and activities have been identified as part of the corridor partnership planning process. Priorities for implementing these actions are based on:

- Highway safety and transportation-related improvements that are needed to make it easier to follow the Maryland Historic National Road Scenic Byway and to safely get out of your car to enjoy and learn about Byway features (see Appendix B, Highway Safety Analysis [under separate cover] for a list of areas of concern regarding safety along the National Road); and
- Rehabilitation of areas where noncontributing features, such as unattractive commercial strip development, intrude upon the qualities that are potentially attractive to visitors.

An important aspect of the plan will be to coordinate interpretation for the entire length of the Byway. Travelers should be exposed to either a sequence of stand-alone stories as part of short trips off the Interstate, or a total story that can be followed for the entire length of the route. Interpretation will focus on three basic themes:

- The origins of the National Road including the first use of federal funds to build a road;
- The way in which the National Road corridor transformed the people and places along its path and the stories that have evolved from that transformation; and
- The transformation of the road itself as it evolved in response to changes in technology – the canal, the railroad, and the modern superhighway.

Garrett County

Priorities for enhancement and interpretation include the following:

- Develop a Western Maryland "gateway" with wayside exhibits and visitor facilities at Casselman River Bridge State Park and Stanton's Mill;
- Develop a museum/exhibit to house the Leo Beachy photograph collection in Grantsville;
- Develop a series of scenic overlooks at the top of Savage Mountain, Little Meadows, and Negro Mountain with interpretive displays highlighting the derivation of place names and related stories (such as Braddock's Trail); and
- Develop interpretive displays at the Fuller-Baker Log House and the Casselman Inn.



Allegany County

Priorities for enhancement and interpretation include the following:

- Develop an interpretive tour linking together abandoned portions of the road starting at its origin in Cumberland and including the Narrows, mile houses and the Toll House in LaVale, and remnant sections of the route between LaVale and Eckhart, including the Clarysville Bridge;
- As part of a scenic driving loop, reopen and enhance scenic overlooks with wayside interpretive exhibits on Town Hill, Green Ridge, Martin Mountain and create a new overlook on Polish Mountain – interpreting how the road transformed mountain life;
- Develop a wayside exhibit and wayfinding information for use in and around Rocky Gap as a means of extending the stay of existing visitors; and
- Change the marked scenic byway route through Cumberland to bring visitors past the starting point (Mile 0) of the National Road (Exit 43A to Beall Street, South Lee Street and Greene Street) and develop a wayside exhibit interpreting the National Road (route to be marked by the City of Cumberland's wayfinding project).

Washington County

Priorities for enhancement and interpretation include the following:

- Develop Byway-related exhibits at nearby visitor facilities (Sideling Hill Exhibit Center, Fort Frederick, and the C&O Canal Visitor Center);
- Develop interpretive exhibits and walking paths connecting to the new park property in Boonsboro highlighting the transformation of Boonsboro and linking corridor stories with Civil War events;
- Develop interpretive exhibits and walking path at Wilson connecting the Wilson Store and Wilson Bridge;
- Reopen and enhance scenic overlooks with wayside interpretive exhibits on Sideling Hill (Scenic 40 loop located between Interstate 68 exits 77 and 62);
- Improve visitor facilities and develop new interpretive exhibits at Washington Monument State Park (coordinate with Civil War Trails);
- Develop an interpretive and touring guide to the National Road corridor's Civil War stories in conjunction with the Civil War Trails project;
- Develop National Road related visitor orientation and interpretive exhibits for use within the City of Hagerstown Visitor Welcome Center (design exhibits for portability so they can be moved to other sites in Washington County);
- Work with the University System of Maryland and the City of Hagerstown to incorporate National Road corridor exhibits into the design and redevelopment plan for the Baldwin Hotel (Education Center); and
- Work with and support the City of Hagerstown in their efforts to implement the Arts and Entertainment District Plan as it applies to the National Road (the one-way pair of East/West Franklin and



East/West Washington Streets) and the connecting street to the Visitor Welcome Center (North/South Potomac Street).

Frederick County

Priorities for enhancement and interpretation include the following:

- Develop Byway orientation kiosks with interpretive signage in New Market, Middletown and Downtown Frederick;
- In conjunction with related tourism development efforts, cooperate in the development of a Frederick-area visitor center at the Spoke Factory on East Street and incorporate National Road corridor themes as part of that effort;
- Develop interpretive waysides at the new Frederick County Park, at the old Jug Bridge, and at overlooks on Braddock Mountain and South Mountain;
- Develop and implement a wayfinding system along the Byway through the City of Frederick as a demonstration project (including the Golden Mile);
- Develop bicycle facilities between Mt. Airy and New Market; and
- Develop an interpretive and touring guide to the National Road corridor's Civil War stories in conjunction with the Civil War Trails project.

Howard and Carroll Counties

Priorities for enhancement and interpretation include the following:

- Create an interpretive walk between the Thomas Isaac log cabin and the B&O Railroad Depot Museum in Ellicott City with an orientation kiosk for Byway travelers at the B&O Railroad Depot Museum;
- Create interpretive exhibits in Patapsco Valley State Park focusing on the evolution of transportation and competition between roads and railroads at overlooks in the park with a visitor orientation kiosk at the nearest entrance to the park from the Byway directing visitors towards these facilities; and
- Create a community enhancement demonstration project for Poplar Springs and Lisbon incorporating traffic calming measures, pedestrian safety, design guidance for both the road and roadside uses and interpretive exhibits at the nearby Poplar Springs spring house. Highlight recent changes to the zoning ordinance in Lisbon encouraging building close to the street frontage rather than set back from the street as a model for other National Pike towns to follow.

Baltimore County

Priorities for enhancement and interpretation include the following:

- Create a visitor orientation and interpretation kiosk and interpretive signage at the Paradise Ave. bus turnaround focusing on Byway sites that can be visited by bus;
- Create a visitor orientation and information kiosk at the Catonsville Fire Department site focusing on walking tours of Catonsville; and
- Create an interpretive wayside exhibit at the #8 Trolley trailhead



(across from Montrose Ave. between the Wharfside Restaurant and Hillcrest Elementary School).

Baltimore City

Priorities for enhancement and interpretation include the following:

- Create a visitor orientation and interpretation kiosk in Baltimore City at a location that best represents the beginning point(s) of early westward travel along the National Road corridor;
- Develop a visitor orientation and interpretive wayside at the Gwynns Falls Greenway near the bridge as part of future bridge reconstruction;
- Enhance the streetscape along Frederick Avenue (lighting, sidewalks, security, banners, cleanup and maintenance);
- Convert Baltimore Street and a section of Frederick Avenue back to two-way travel beyond Martin Luther King Boulevard to make it easier to follow the original route and link to important historic points of interest; and
- Develop a visitor information kiosk in Irvington at the former MTA lot on the corner of Frederick Ave. and Woodington Road.

Recommended Marketing Priorities

Marketing strategies will focus on links with other types of potential visitor's interests – railroads, the Civil War, heritage tourism, fall foliage, outdoor recreation, antiquing, shopping and vintage cars. Marketing and promotion efforts will focus on attracting visitors wishing to explore the qualities of the historic road in a more leisurely manner – leading to more and more residents and visitors seeing the old road in a new way.

Recommended overall marketing priorities for the State and the seven participating counties and Baltimore City should include:

- Develop a logo and brochure for the entire length of the Byway;
- Research National Road corridor history to compile interesting stories;
- Develop a display presentation that can be circulated among local festivals;
- Acquire a stagecoach and/or covered wagon to participate in local festivals;
- Prepare bus tour itineraries (building on Millennium 2000 Tours);
- Develop educational materials for school classes;
- Prepare and distribute a driving tour/brochure for the entire route (stand alone building upon the SHA Scenic Byway Guide);
- Adapt the driving tour for a cassette tour; and
- Work with the Maryland Office of Tourism Development to pursue funding to research and develop African American Heritage tours along the National Road. This may include supporting efforts by the National Park Service to document and interpret the role of the National Road route as part of the Underground Railroad, or to develop a specific guide for African American Heritage along the



National Road similar to the Baltimore Area Convention and Visitors Association's "Discover Baltimore: A Guide to African American Attractions."

Garrett County

Marketing priorities include the following:

- Make Byway information and materials available in the Garrett County Visitor Center and the Yoder Country Market;
- Incorporate a National Road display and/or event (stagecoach or covered wagon) into Grantsville Days;
- Prepare a driving tour brochure keyed to the federally-funded National Road; and
- Develop National Road wayside exhibit panels and distribute visitor information specific to touring the National Road at the I-68 Welcome Center in Friendsville.

Allegany County

Marketing priorities include the following:

- Make Byway information and materials available in the Allegany County Visitor Center;
- Incorporate a National Road display in the C&O Canal National Park Visitor Center, the Thrasher Carriage Museum and/or the LaVale Tollhouse;
- Incorporate a Byway display and/or event (stagecoach, covered wagon and/or antique cars) into Canal Days;
- Incorporate National Road history into Cumberland walking tours;
- Prepare a driving tour brochure keyed to the federally-funded National Road; and
- Publish a brochure promoting the Flintstone area (tell the history of the area and direct people to the businesses and recreational activities such as camping, fishing, hiking, biking, and tennis).

Washington County

Marketing priorities include the following:

- Make Byway information and materials available in the Hagerstown Visitor Center;
- Develop a joint brochure with Howard and Frederick Counties – "Antiquing Along the National Pike" - building upon the privately produced Mid-Maryland Antiquing Map and Guide;
- Incorporate a Byway display and/or event (stagecoach or covered wagon) into the Jonathan Hager Frontier Craft Days;
- Incorporate National Road corridor history into Hagerstown walking tours;
- Link the National Road corridor with the proposed Civil War Visitor Orientation and Information Center (King Farm) with a walking tour and guide to Boonsboro; and
- Prepare a Scenic 40 driving tour and guide.



Frederick County

Marketing priorities include the following:

- Make Byway information and materials available in the Frederick Visitor Center, National Museum of Civil War Medicine, and Monocacy National Battlefield;
- Develop National Road wayside exhibit panels and distribute visitor information specific to touring the National Road at the I-70 Visitor Centers (East and West) in Frederick County;
- Develop a joint brochure with Howard and Washington Counties – "Antiquing Along the National Pike" - building upon the privately produced Mid-Maryland Antiquing Map and Guide;
- Incorporate a corridor display and/or event (stagecoach or covered wagon) into the National Trails Day or New Market Days;
- Incorporate more National Road corridor history into Frederick walking tours; and
- Incorporate corridor themes into Civil War driving tours.

Howard and Carroll Counties

Marketing priorities include the following:

- Make Byway information and materials available in the Ellicott City Visitor Center and Patapsco Valley State Park;
- Develop a joint brochure with Frederick and Washington Counties – "Antiquing Along the National Pike" - building upon the privately produced Mid-Maryland Antiquing Map and Guide;
- Incorporate a corridor display into the B&O Railroad Depot Museum;
- Incorporate corridor history into Ellicott City walking tours; and
- Coordinate with Patapsco Greenway planning and marketing.

Baltimore County

Marketing priorities include the following:

- Make Byway information and materials available at the Catonsville Firehouse kiosk, Chamber of Commerce, Post Office, or create a visitor information center; and
- Develop a Catonsville walking tour that includes the Byway and its history.

City of Baltimore

Marketing priorities include the following:

- Make Byway information and materials available in the Baltimore Visitor Center;
- Prepare signage for the Byway through Irvington; and
- Coordinate with the Gwynns Falls Greenway in the marketing and promotion of a trailhead at the National Road and nearby points of interest (side trip from the Greenway).